

Executive Committee Meeting of the Winterport Business Association  
Thursday, January 15, 2009  
Main Street, Winterport, Maine

Meeting began at 12 noon.

Members in attendance were Deb Newman, President; Tammy Higgins, Treasurer; Ann Ronco, Secretary; and Joe Brooks, Board Member.

The biggest focus of the meeting was the re-writing of the association's by-laws. Copies of the old ones were handed out and the committee was asked to review them over the next month (until the next executive meeting). At this time changes will be discussed. Prior to voting on the acceptance of the by-laws, they will be put on the town's website. It is also planned to have Attorney Ed Russell review them.

Tammy Higgins reported that to incorporate the association as a non-profit would cost \$40.00 this year and \$35.00 the following year. Currently the association is not incorporated. However, it would give the association more creditability as an organization. It would also give the association the sole right to the association's name. It is further planned to file under a 501C6 which would allow our members to deduct their annual dues.

If and when the association does incorporate, the association will need to vote on at least 3 board members, a registered agent, and 7 general directors. Deb suggested we try to get a representative from Monroe and Frankfort in some of the positions in order to get those businesses from those towns involved.

It was also stated that when the previous members of the association filed with the state, they registered as the Winterport Village Business Association. It is, therefore, put on next month's agenda to discuss and clarify what the formal name of the association will be – whether it is called the Winterport Business Association or the Winterport Business Area Association. This will eventually be put up for a vote as well.

Previous to the next association meeting we will be sending out an email to everyone to remind of when the meeting is.

The committee discussed the lack of funds that were available and that we are currently limited as to what we could do. Therefore, it was put forth that maybe we should start collecting dues now instead of waiting until June 2009 as originally planned. Dues would only be \$25.00 per business. This will be put on the agenda for the next association meeting.

Also discussed were further ways to raise money. It was discussed that some associations sponsor festivals. It was reminded that Winterport used to have a successful Blueberry Festival in August. Possibly that could be started up again. Also some associations buy blocks of advertisement from the newspaper and for a nominal fee will put the advertisement together for the various businesses. One item that the board has been trying to do are stickers promoting the association and to give out to due paying members. Since there are no real funds at the moment it was discussed that a least expensive item might be to do advertising magnet. Ann volunteered to help do this and will do a template on this.

Members were reminded that we would also be involved in the Winterport Music Festival and that would be a good way to get the association's name out there. Possibly the board members could personally purchase baseball caps and advertise the association.

In order to promote businesses in town, the board will be asking a business owner to do a small talk about their specific business at the following month's meeting. These businesses will then be sponsored on the association's website and marketed as a business of the month. Ann Ronco will speak in February about The Old Winterport Commercial House antique shop and bed and breakfast. At the February meeting the committee will be asking for someone to speak at the March meeting.

It was noted that My Thrill Studio would like to host the next Business After Hours which will be in March (specific date to be set.) Details will be given out at the next association meeting.

Meeting adjourned at 1:05 p.m.